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American Country Christmas

by Mary Emmerling and Chris Mead

From the creators of Mary Emmerling's *American Country Hearts* (more than 100,000 copies sold) comes a delightful new collection brimming with more than 150 beautiful photographs that evoke the spirit of Christmas. With its die-cut slipcase, nostalgic verses, and dozens of ideas for bringing a bit of country into any yuletide celebration, this is the perfect holiday keepsake—and the ultimate stocking stuffer. Clarkson N. Potter, Inc.

- 75,000 First Printing
- National Advertising
- National Author Tour
- Better Homes & Gardens Alternate
- Book-of-the-Month Club Dividend
- First serial sold to *Good Housekeeping*
- 10-copy counter display. \$149.50 (0-517-576376)
- November, \$14.95 (0-517-573865)



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by Loren McIntyre

World renowned as the discoverer of the source of the Amazon and as one of *National Geographic's* greatest photographers, Loren McIntyre has spent four decades exploring the mountains, deserts, rivers, and forest interior of South America. Here, in vivid tales of adventure and 400 spectacular color photos, is his tribute to a vast continent that has fascinated explorers since the first conquistadors landed on its shores 500 years ago.

Clarkson N. Potter, Inc.

- National Advertising
- National Publicity
- March, \$40.00 (0-517-561344)



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Penhaligon's Scented Treasury of Verse and Prose

Edited by Sheila Pickles

With more than 175,000 copies of *A Victorian Posy*, *Love and Christmas* now in print, this latest Penhaligon scented treasure is complete with all the special touches that have made previous Penhaligon books so tremendously successful—marbled endpapers, an elegant slipcase, full-color illustrations, and a silk ribbon bookmark—this lovely new volume focuses on the romance and meaning of flowers. And like the others, this one is graced by Penhaligon's newest scent, *Violetta*.

Harmony Books.

- 50,000 First Printing
- National Advertising
- National Publicity
- February, \$19.95, slipcased (0-517-574608)



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B & N Catalogue Adds 800 Number; New Waterstone's Guide Due

For all the uproar by booksellers over Jason Epstein's *The Reader's Catalog* and its toll-free number (News of the Week, July 28), it isn't the only catalogue to offer consumers the opportunity to bypass the bookshop.

Barnes & Noble, a catalogue mailer for over a decade, has now added a toll-free number for the first time. Neil Boyle, vice-president of marketing at Barnes & Noble, said the company distributes the free catalogue to nearly 20 million consumers. Not offered to booksellers, it lists some 800 to 1000 books. Boyle said adding the toll-free number was not necessarily in response to *The Reader's Catalog*. "We've been exploring the use of a toll-free number for a while as a way to serve our customers," said Boyle. "Hopefully they'll respond and make it cost effective." B & N is also experimenting with a separate telephone ordering service to be called Bookline. Boyle said the new service was "very tentative at this time."

Across the Atlantic the British bookseller Waterstone's is preparing the

third edition of its *Waterstone's Guide to Books*, an illustrated 900-page annotated catalogue listing more than 40,000 books in print. It was first published in 1987.

Books may be ordered by telephone, mail or fax and, said editor Tom Birchough, it has not had the complaints from other booksellers that the Epstein catalogue experienced.

"I think in general it's been constructive," Birchough told *PW* from London. "It's been proved helpful to other bookstores. For this edition we've concentrated on fewer books and allowed more commentary on them. It's a unique list of literature that covers more titles than you can find in even the better bookstores in England."

Birchough said 35,000 copies are published but was unsure what the circulation of the book is in the U.S. But this year, he said, with a *New York Times* advertising campaign planned, Waterstone's expects a higher response from American consumers. The new edition should be out in the fall.

...NEA study

literary merit seemed less than half that size, comprising between a tenth and a quarter of the adult population," the researchers found. They acknowledged that their definition of good literature is debatable.

"Moreover, the audience for meritorious contemporary works appeared to be smaller still, constituting something like 7%-12% of all adults. Thus, although most Americans can and do read, followers of serious literature are distinctly in the minority."

Noting that 59% of literature readers were female, they concluded that "literature has also become an art that is neglected by men and dominated by women."

The authors blame publishers for not promoting works of merit. "There are actions available to private firms and public organizations that might help to boost the sale and readership of contemporary works of merit," they said. Currently, publishers tend to confine their promotion to "preaching to the converted" when they might instead use profits from more successful books to publicize literary works more widely. Or there could be "promotional campaigns conducted by libraries and booksellers, by cash and in-kind contributions from corporations, and by grants from private foundations or public agencies."

—HOWARD FIELDS

Treasure Hunters Denounce Concealment of Book's Solution

A California treasure hunter has announced that he will "very probably" file a lawsuit against a contest-managing company that refuses to reveal the solution to an expired five-year \$500,000 treasure hunt whose clues were contained in an 80-page book. The prize, a golden horse with a key to a safe deposit box in its belly, was reportedly concealed somewhere within the continental U.S.

The deadline for solving *Treasure in Search of the Golden Horse*, published in 1984 by book packager Intravision Inc. and distributed by Warner, was May 1989. The prize, as stated in the rules, has been donated to charity.

Problems arose when D. L. Blair Inc. of Garden City, N.Y., an independent contest administrator, refused to reveal the solution, leading to an outcry from Anthony Castaneda, a California lawyer, and many other treasure hunters around the country.

The creators of *Treasure in Search of the Golden Horse*—Paul Hoffman, an editor at *Discover* magazine who is known as "Dr. Krypton" in the puzzle-treasure hunt world, and Sheldon Rennan, a freelance writer—also refuse to reveal the solution and did not return calls from *PW*.

Castaneda said he and at least two other treasure hunters are drafting an "adamant" letter to California's attorney general to force D. L. Blair to release the solution. "We've researched the law in this area," said Castaneda. "The statutes compel the administrator of these contests to reveal the solution or be liable to fines."

Thomas Conlon, president of D. L. Blair, declined to respond to queries about the California law and said his firm is not obligated to reveal the solution.

Sandy Richards, executive vice-president of D. L. Blair, said, "In contests of skill the results are generally not released. In these contests it is possible to come up with solutions based on the clues provided that are not right. People involved in these contests can be very adamant about their solutions and there is a potential for lawsuits." Richards also said that D. L. Blair is living up to its contract by not revealing the solution.

The recipient of the money and the solution to the hunt is Big Brothers and Big Sisters of Philadelphia. Conlon said the money was awarded with the stipulation that Big Brothers not reveal the solution.

Intravision would also

AAP Sales Report for June

Category	% change, June*	% change, YTD
Adult hardcover	-10.9	4.8
Adult paperback	16.5	14.1
Juvenile hardcover	12.9	13.5
Juvenile paperback	11.5	48.1
Univ. pr. hardcover	13.0	11.4
Univ. pr. paperback	21.7	17.3
Bibles, etc.	-18.5	2.5
Mass market paperback	9.0	1.9
Book club	-1.5	1.2
Mail order	38.5	23.9
Sci-tech	14.3	-0.6
College texts	42.0	27.3
School texts	8.7	13.0

*Percent changes measured against same time periods, 1988.